The Washington Times

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the number of complete and perfect cople The Washington Times printed Sunday ring the month of September was as fol

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HOW ABOUT THE "FAIR VAL-UE" IN THE FUTURE?

The more one studies the financial interest in the special meeting of stock- of the car. holders called for October 14, when the FRANK DECLARATION BY A ingenious plan will be submitted for approval.

The third proposal of the general plan is the one that catches and holds the fancy of him who appreciates the reform conference in Washington has adroitness of a slippery public service the courage of her convictions and the corporation, than which there is none candor to speak plainly. She says: more slippery than our own little
Washington Gas Light Company. This
is the proposition by which it is planned in the future to be formal in the future of ned, in the future, to lop off profits equal to 6 per cent on the "fair value" of the property of the company, said "fair value" being naively stated—by conditions the state of the property of the company, said the result of the property of the company, said "fair value" being naively stated—by conditions the state of the married to as many grocers. Frotecure Association in the new quarters at the old Masonic Temple will be held tonight, and the committee will be held tonight, and the committee in charge of the meeting has invited and let their children be given the in charge of the meeting has invited and let their children be given the world deserves.

them net earnings of 6 per cent on such startling sentiments? the \$10,000,000 of alleged physical value and the \$3,000,000 of alleged fran- Ph. D., a graduate of the University of chise value.

lead us in the future? If the franchise New York State Reformatory for Womcompany's right to operate?

have their way, this very thing will attention. They are the words of one happen. Note the proposal, as official- who knows. She says further:

happen. Note the proposal, as officially stated in the Gas Monopoly's Washington organ:

Third—That dividends shall hereafter be declared upon 2 fair valuation of the company's investment, and not, as heretofore, on the face value of the company's capital stock representing the same; provided always, that said dividends, together with the interest on the company's indebtedness (fixed charges) shall in no event exceed in the aggregate a distribution of more than approximately of per cent upon the said fair valuation of the company's investment, meaning by investment, all the property of the company used in the conduct of its business for the public.

Taking the fair valuation of the company's property to be \$12,000,000 the company is legally entitled * * to make net earnings fhereupon equal to \$780,000 a year, that sum being 6 per cent upon said valuation.

This \$3,000,000 franchise value is not

invested by the company in the future woman who has transgressed. the consumers of gas will have to pay! Such radical utterances as Dr. Davis',

rated as one-third greater, or put in conditions of which she complains. at \$4,000,000 instead of \$3,000,000 when certainly the franchise value will be reckoned as more; just how much more

nobody knows. Fortunately for the consumers of gas n Washington, Congress will probably have something to say on this subject in the near future. The controlling influences among the stockholders may be able to carry through their scheme indebtedness while Congress isn't looking, and they may be able to start their new dividend-paying plan, but as the latter will be subject to regulation at any moment, it's pretty safe to predict that it will be made the subject of an early Congressional investigation if an attempt is made to carry it out.

HOBBLE SKIRTS AND P. A. Y. E.

The Times has received a most interesting letter. In fact, it is more than interesting; it is of stupendous import. So vital is the problem with which it deals that we hasten to give

To the Editor of The Washington Times

Knowing that The Times may always be relied upon to advance the cause of the people, I write you to suggest that you advocate a much needed reform in the management of the P. A. Y. E. cars.

I have noted the frightful struggles experienced by Washington women in their efforts to get on and off the P. A. Y. E. cars while yearing hobble skirts. Surely they are entitled to consideration. If the street railway companies are determined to use cars with high steps, can they not be forced to provide guards at rear and front platforms, to assist the hobbled ladies, whose limbs and lives are now endangered?

A clamorous public can't be ex to wait much longer for Chat on the New York sit without getting a little peevish.

Just why should a man who ru into the middle of an automobil course be called an "innocer stander?"

The modistes certainly show a preciation of the fitness of thir announcing that the hobble skin fall style.

A. MERE MAN. The Times most heartily indorses

this suggestion. Indeed, the necessity of a helper to boost the ladies up and ease them down is imperative. It is the only sure solution of an otherwise insolvable situation. The ladies must wear hobble skirts-who is brave enough to contend that they need not, in the face of the dictates of stylethey must ride on the street cars, and the traction magnates, apparently, must use elevated rolling stock. This burden of responsibility for broken excise law. ones on the companies.

If the expense of supplying extra men would be so great as to amount to confiscation of the company's property or an attack on the inalienable rights guaranteed them by that charter of charters, the Constitution, then the BOARD TO DISCUSS reorganization scheme of the local Gas least they could do would be to pro-Monopoly the more ardent becomes his vide small-sized stepladders, which admiration for the genius that devised could be lowered by the conductor at it, and the more intense becomes his the rear and the motorman at the head

WOMAN DELEGATE.

At least one delegate to the prison

the company's officers—as \$13,000,000. In the sanctity and security of home, Now please mark that \$3,000,000 of the man or woman who reads this that \$13,000,000 is the figure put in declaration shudders, and wonders what Dodge, president of the association, will by the officials of the company as sort of a person has given expression franchise value, upon which they con- to such wild heresy. He or she is even tend they are entitled to earn profits. likely to condemn the new-paper that That is, they claim the right to keep prints it. But let us not be hasty the price of gas high enough to give Who is the person? Why does she voice

Chicago and of Vassar, and a holder Suppose they are permitted to per- of fellowships or certificates of gradform this little stunt; suppose they uation from half a dozen German and are allowed to establish, as the basis for Austrian universities. She has spent deciding how much they are entitled twenty years in work for the improveto pay in profits, a valuation of \$13,- ment of the condition of women who 000,000, of which \$3,000,000 is nothing have met with misfortune. For sevbut their privilege of selling gas in the eral years she was in charge of the District of Columbia-for which noth- College Settlement in Philadelphia and ing was ever paid-where will they at present she is superintendent of the

value is \$3,000,000 this year, what will en. This person is not an hysterical it be next year, and the year after, or theorist, or a secker of noteriety. She ten years hence? Are we to continue is a practical worker, who has gone to permit the company to earn 6 per down into the depths to sit beside her cent on its franchise value, even if unfortunate sisters, to hold their that value increases-as it will-with- hands, to carry them comfort and cheer out ever representing anything but the and food and clothing, and to help them back to the plane from which If those in control of the company they have fallen. Her words demand

This \$3,000,000 franchise value is not amy, however, will and few adherents to be a fixed quantity; not by any The solution must ultimately be the means. It is given this year as one- raising of the moral standard for mer third as much as the "investment." and the amelioration of the attitude Does this mean that for every dollar of boin men and women toward the

er leaves Seventh street wharf 6:45 p. m

interest on \$1.30? If the value of the while they may shock the more sensiompany's physical properties next tive at first reading, are of the type year is \$13,000,000 instead of \$10,000, badly needed to arouse society from 000, will the value of the franchise be the habit of ignoring the causes of the

The compensation plan evolved at the officers of the company decide on the conference of national guard what total valuation they are entitled ofucers in St. Louis contains one to pay dividends and interest? Most of the wisest proposals recently made for strengthening our military establishment. With the approval of Gen. Leonard Wood, the officers decided to urge Congress to increase the pay of officers and men of the guard. In view of the fact that public sentiment will not countenance a large standing army, and because of the many excellent objections to such an institution, it is essential that we make our national guard as efficent as possible. We cannot maintain a fighting for the refunding of the certificates of arm big enough to guarantee protection at all times, but we can build up our can have a big, trained army that sould take the field quickly, and very shortly afterward be ready for any military duty that might arise.

> Nevada's anti-gambling crusade, how ever, will hardly extend to the prohibition of a little flyer in mining stock by any Eastern capitalist who wants to

Mr. Hearst should be able to find comfort in the fact that the stone which the builders rejected is apparently about to become the cornerstone of the temple.

It's difficult to understand how the reduced in the year that marks the greatest advancement in aeronautics.

A clamorous public can't be expected to wait much longer for Chancellor Day's views on the New York situation

into the middle of an automobile race course be called an "innocent by-

The modistes certainly show an ap announcing that the hobble skirt is

Southern European rulers sometime have short lives, but not necessarily

On the other hand, it's barely possible

HUNDREDS OF BARS CLOSE IN NEW YORK

NEW YORK, Oct. 5 .- Between 400 and to open their doors for business as the result of the inability of owners to meet certainly proves the case and puts the the stringent requirements of the new

The crusade recently started by Acting Mayor Mitchel is admitted to be largely responsible for the change. In the majority of cases, it is sa'd, saloon-keepers, because of this moral upheaval, could not find bonding companies willing to the the country of the c ing to risk them under the new pro

INFANTILE MALADY

Infantile paralysis and pellagra wil be discussed at a meeting of the Ad-risory Public Health Board, which will e called to meet in Washington Octoer 10. Investigations at the Hygienic ber 10. Investigations at the Hygienic Laboratory will be another topic for dis-cussion, Surgeon General Wyman, of the Public Health and Marine Hospital Service, stated yesterday. Infantile paralysis has abated con-siderably in the District, and no new cases have been reported for a week.

GROCERS' ASSOCIATION TO MEET TONIGHT

The first neeting of the Retail

BAZAAR IS ARRANGED.

The District Congress of Mothers is a bazaar which is to be held in the old better his situation Masonic Temple in December. The proeeds of this bazaar will go to the National Congress of Mothers and this pa

What's on the Program in Washington

International Prison Congress: 2 p. m., public lecture, M. Takashi Sanagi, New Williard; 3:15 p. m., General Assembly, Bureau American Republics; 8 p. m., public lecture, Mr. Vambery, New Wil-

Band concert by Engineer Band, Potomac Drive, at 4 p. m.

Nebraska State ociation; meeting for election of off W. C. T. U. Hall.

Retail Grocers' the citive Association meeting in old Masonic Temple at 8 Band concert—Soldiers' Home, 4 o'clock,

oy Soldiers' Home Band. Opening Georgetown University Law School, 6:30 p. m. Y. M. C. A. Camera Cub meets at 8

M. A. Rival By Request,' by St. Dominic's Dramatic As inic's Hall, 8 p. m.

Amusements Tonight. Belasco-"Miss Paisy," 8:20. Columbia-"New York," 8:15. National-"The Echo," 8:15. Academy-"A Minister's Sweetheart,"

Chase's-Polite Vaudeville, 8:15 Casety—Robies' Knickerbockers, 8:15. L; ceum—Williams' Imperials, 8:15. Casino—Vaudeville and motion pic-Cosmos-Vaudeville and motion pic-Avenue Grand-Vaudeville and motion

Majestic-Vaudeville and motion pic-Masonic Auditorium—Motion pictures Georgetown Open Air Theater—Motion chevy Chase Lake—Section of the Ma-ine Band and dancing.

Arcade—Motion pictures. Alhambra Theater—Motion pictures.

Excursions. Steamer Charles Macalester leaves Seventh street wharf at 10 and 2:30 o'clock for Mount Vernen. Old Point Comfort and Norfolk steam-

IN SCHOOL SYSTEM

Educational Work In United States Needs to Be Simplified, Is View.

To the Editor of The Washington Times: Progress in civilization means enrichment of man's producing capacity along material, intellectual, and ethical lines. In no other country is so much done for the education of the masses as in at all times, but we can build up our the United States. But our educational can have a big trained army that could deal is not fully crystallized. With our few exceptions, our schools, colleges and universities are as yet only the reflex of the America of today; that is to say, their great attraction is that they are the abode of life, movement and hope. To prepare men and women for the search of truth has not yet become our national educational watchword. With the most of our educators and scholars going to explain away the tariff plank education is merely an instrumentality for the conquest of the mighty dollar and the consequent deadening of the soul. And as long as this remains the primary aim and the inevitable result of our educational institutions our material, political, economic, and social conditions cannot be finally adjusted Our educational system is too kaleido scopic. It needs to be simplified at the base and unified at the top by the influence and agency of a national uni-versity at the National Capital. That only under such conditions a national educational plan can be evolved is con-

clusively proved by the history of the modern Western nations. modern Western nations.

The city of Washington, through the product of compromise, and of artificial development has grown, nevertheless, unexpectedly and rapidly within the last three decades; it has grown abreast with the development of national sentiment, unity, and strength. It has become a real Capital of the Nation, and is constantly developing in that direction.

The presence of Congress, the unexampled Library, the Smithsonian Institution, the headquarters of the Carnegie Foundation for the advancement of the Government, the social, private, and patriotic agencies which are daily springing into existence in the Capital, the historic surroundings and favorable climate are all inspiration to scholarly pursuits. Full grandeur is still lacking to make Washington the pride of every American. One link, the educational, is missing in the cultural development of the city.

the city. There is nothing our nation needs ere is nothing our nation needs e, needs more immediately, than proposed national university. There he no greater goal for the noblest sonal and national ambition. For, to in education is the highest achievent of man and of nature, and to head he university, our present great nadlingure, Theodore Roosevelt, is not appropriate but indispensable. THEODORE HENCKELS.

Aims of Education

To the Editor of The Washington Times: The article by E. B. P. recently pubished in the Mail Bag gives one solution by it. of a problem which deserves our earnest

very vital one.

progressives as to where the colonel It is certainly a fact that much of the free education is not within reach of those who need it most. I agree with E. B. P. that the loan of a sum of money to defray expenses while attend.

It is certainly a fact that much of the would stand. They were willing to give allegiance to him in most cases providing he should support their doctrines.

In the Denver, Osawatomie and Sloux money to defray expenses while attending college would mean a great deal to an ambitious young man, but I do not think that when a college education is impossible, the outlook is quite so dark as she paints it. I cannot conceive of any young man with a fine intellect and strong will being obliged to remain lon gan unskilled laborer. He may not be all to secure a position for which training is necessary, but there is always a chance to start at the bottom. The uphill fight may be hard but brain at d ambition should bring him to the top.

There are at the present time several sources of help for the man who is willing to help himself. Good correspondence schools are training men all over the country to qualify themselves for better positions. The public library is equipped with a room devoted especially to technical and business subjects, where may be found the best books for self-instruction in any branch of work, and a quiet place to study them.

If the young man who cannot obtain a college education will take advantage college education will take advantage this assistance he can do much to

EDGAR M. PARKMAN.

CLERKS WORKING OVERTIME. Clerks in the Indian Bureau offices are loing considerable night work at the from considerance light work at the present time, owing to the mass of business that has accumulated during the summer months. Also there is a left of new business, which Assistant Chief Clerk Merritt is anxious to have out of the way as soon as possible.

Then came on the New York Republication. It was heralded as a great fight of Roosevelt versus the bosses. The colonel went to Saratoga, beat the bosses on the temporary chairmanship, and got control of the State central committee and the organization. Also he nominated his friend, Stimson. the summer months. Also there is a lot of new business, which Assistant Chief Clerk Merritt is anxious to have

Concerts Today

By the U. S. Soldiers' Home Band, At 4 P. M.

JOHN S. M. ZIMMERMANN, Director.

PROGRAM March, "Hoch Habsburgh".....Kral Overture, "Norma",... Solo for Clarinet, "Andante and Pollacca" (Almora)......Le Thiere (Musician, August Voith.)

Selection, "Il Trovatore" Verdi Mazurka, "Dolores"......Voelker Fantasia of Old Songs, "Gems of Stephen Foster" Tobani Filipino Waltz, "Pepa Y Chating," Auraulio

Rag Oddity, "The Yiddisha Rag" "The Star-Spangled Banner."

By the U. S. Engineer Band, at Potomac Park at 4 p. m. JULIUS KAMPER, Chief Musician-

PROGRAM. March, "The Dashing Sergeant," Fahrbach

Overture, "Raymond" Thomas Serenade, "Les Millions d'Arle-... Drigo Selection, "The Chocolate Soldier," Waltz, "The Skater"...... Waldteufel

Habanera, "Mexican Kisses". Roberts Excerpts from the comic opera, "The Golden Girl" Howard "The Star-Spangled Banner."

TO EXPLAIN TARIFF VIEWS PARKS ARE WANTED WEST WANTS ROOSEVELT

Progressives Wrathy Over Expressions of Platform At Saratoga.

COLONEL ACCUSED OF BEING TWO-FACED

Insurgents Hope Former President Will "Square Himself" While on Southern Trip.

NEW YORK, Oct. 5 .- How is Theodore Roosevelt going to "square himself" with the Western in surgents and progressives for the Ltierances in the New York Republican platform adopted at Saratoga? More particularly, how is he of the platform in question?

These are questions which the colonel may throw light upon in his trip to the South and Southwest, including the visit o Indiana to speak for Senator Bevridge. They are questions which a lot of folks here and all over the country are asking, and they are likely to cost Colonel Roosevelt the support of a large percentage of the progressives in various States unless they are answered, along with some other queries growing out of the Saratoga platform.

With about a week elapsed since the adoption of the Republican platform at Saratoga, it is possible to get some idea of how it has been received by the in-

surgents, or progressives.

It is clear that it has stirred up a torm of attack and criticism. This is and all the States where insurge cy is strong. Insurgent newspapers are giv-ing vent to the sharpest kind of criticism on the tariff plank. Some criticism voiced too, because of the strong inorsement of President Taft.

Tariff Plank Disappointing. But it is the tariff plank that is causng the most grief. It is being assailed ithout stint, and along with such attacks are going pointed criticisms of Roosevelt. With few exceptions, leading progressive newspapers the country over are voicing their keen disappointment over the tariff plank. Some are going so far as to accuse Roosevelt of talking one around and doing the other in the East. It is going to be worth one's while has been kicked up because of the Saratoga tariff plank. It is entirely possible that it will prove something more than a temporary flurry, and that

It will permanently alienate a large PLAN CELEBRATION percentage of the support which Colon Roosevelt has had from the progressives. The complexion of more than one 1912 delegation may be changed To recount what had led up to this important and almost amazing situa-The question, "How can the son of a tion, it is necessary to recall that up

In the Denver, Osawatomie and Sioux

progressive movement going steadily ahead, and that the colonel came along at the eleventh hour and annexed the ovement, put himself abreast of it and seemed to make himself the leader of it. But those leaders who felt that

or governor. It was flashed over the country, hou by hour, day by day, that Roosevelt had driven the bosses out and was absolute master of the convention. Taking this as correct, progressives everywhere pricked up their ears and listened to what would be said in the platform on taxing.

"The blow that killed father" fell on them while they listened. They heard a declaration that was warmly commendatory of the Payne-Aldrich law, that emphasized the fact there had been a face like that as a salesman. He could owned by farmers, an average reduction, that the advance in the cost of living was not due to the present tariff, that the tariff board was excellent, and that there should be re-vision schedule by schedule. As a whole, it amounted to a strong expression of approval of the Payne-Aldrich measure. Platform Minor Issue.

The Saratoga and New York view of the convention was not the national view. At Saratoga everybody talked about the driving out of the bosses, the control of the organization, the question of who would be nominated. The platform was given little thought, apparently, except as to the expression on lirect nominations. But all over the country progressives

have been looking chiefly at the platform. They wanted to know, first of all, what a convention run by Mr. Roosevelt said as to the tariff, as to the Administration, and other important matters. The result was that when they saw a tariff plank praising the Payne-Aldrich measure they overlooked most everything else and proceeded to boil over with indignation, not at the expense of the New York convention, but at the expense of the colonel.

Colonel Roosevelt, generally speaking. Colonel Roosevelt, generally speaking, then he was President, had the sup-

Insurgents' Changed View of Roosevelt

Progressives declare their support of Roosevelt alienated by declarations of Saratoga platform indorsing Taft and Tariff.

Change in complexion of several delegations to the 1912 convention predicted, as result of what insurgents believe is defection from the cause.

Former President's speeches in forthcoming trip to South and West to be carefully watched for some explanation of his course at New York convention.

among other States, have come, in no uncertain tones, notes of disappoint-ment, disapproval and chagrin. Some of the progressives are even talking about their cause having been 'betrayed' by Roosevelt.

Colonel Disclaims Authorship. The colonel has disavowed responsi bility for the tariff plank in the platform, and has made it clear he pre-

velt delegations being sent to the 1912 convention by various States now dominated by progressives. It looks now as if the number of such delegations

will be decidedly curtailed by reason especially true through the middle West of the tariff plank in the New York convention. Possibly the colonel will be able to satisfy the West anew that he has been earnestly for a real tariff commission and real revision, schedule by schedule. Doubtless he will find optrip which begins this week.

Good reason exists to believe that men high up in the Congressional campaign management for the Republicans think that, owing to the outburst of think that, owing to the outburst of feeling in the West just now against the New York platform and against Roosevelt for supposedly allowing it to get put through in the form it was, the colonel can do the Congressional ticket little good by speaking in that part of the country. In some quarters the question is raised whether the colonel, under the circumstances, will not hurt Beveridge by going to Indiana.

ana.
"If Roosevelt had only made a fight
for a progressive tariff plank," say the
insurgents—"even had he made the
fight and got licked—it would have been

OF YORKTOWN FALL

of Lord Cornwallis will be celebrated at Yorktown, Va., October 19, and many

the historic scene. moderate wage earner secure an edu-to the time when Colonel Roosevelt William Shields McKean, secretary of cation which will fit him for the posi-tion to which he is best adapted?" is doubt in the minds of a great many ranging the details of the celebration the Yorktown Historical Society, is arranging the details of the celebration, and is in communication with numerous historical societies. It has already been arranged to have several war vessels present during the celebration, and the coast artillery has been ordered to participate in the big parade, which will be held on Anniversary Day.

AT MT. PLEASANT

Judge Bundy Declares Needs of Columbia Heights Are Neglected.

Making the statement that if the citizens of Mt. Pleasant were given the amount of parking space to which forty-two acres of parks, whereas at present there is not one square foot of space set aside for the benefit and city, Judge Charles S. Bundy, adssing the first annual meeting of the Columbia Heights Citizens' Asso ciation at the Mt. Pleasant postoffice last night, declared that this state of affairs should be brought to the at-tention of the Commissioners at once.

Judge Bundy said that the lack of parks has always been a source of parks has always been a source of regret to the residents of Mt. Pleasant, and that it was time that the Commissioners were reminded of the fact that there is not a single park in that section of Washington. He spoke of the sites on which parks might have been placed to advantage, and of the rumors that had gained credence at times that the District government was going to establish a form, and has made it clear he preferred a different sort of one. But this has not yet appeased the feelings of perturbed progressives. Not in all the career of the colonel has there been any such concerted manifestation adverse to him from progressive sources as is now taking place.

Much talk has been heard of Roosevelt delegations being sent to the 1912 convention by various States pow dominations and times that the District government was going to establish a park in Mt. Pleasant, but he drew attention to the fact that there are no parks there at the present time.

"If this section of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city, we would have forture two acres of parks in Mt. Pleasant, but he drew attention to the fact that there are no parks there at the present time.

"If this section of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city. We would have forture to a full delegations being sent to the 1912 to the convention by various States pow domination of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city. We would have forture to a support of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city. We would have forture to a support of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city were would have forture to a support of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city were would have forture to a support of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of the city were given its just rights and its just quota of parking space as devoted to this purpose in the remainder of

foot."
The report of the committee on sanitation also showed that Mt. Pleasant is in urgent need of an emergency hospital, and suggested that an annex be made to Garfield Hospital to annex in connection with the present serve in connection with the present Emergency Hospital. The association will co-operate with

Emergency Hospital.

The association will co-operate with the Board of Education in the formal exercises at the laying of the cornerstone of the new normal school, which will be erected on Eleventh and Harvard streets, this year.

'A resolution was offered and adopted creating a new committee in the organization to be known as the "Street Railway and Mail Service." Its object will be to stir up public sentiment to compel the street railways to equip their cars with crosswise seats on all cars that ply on Connecticut avenue and Georgia avenue, in place of the long seats that run the length of the car.

Nearly every Knight Templar of the Field Day next Monday morning and afternoon at John R. McLean's country estate, "Friendship," which turned over to the organization for their

Tais day will be of purely social char acter, although competitive drills will be a feature of the entertainment. The a feature of the entertainment. The grand commandery will act as judges, picking the winner from among the five commanderies of the District and awarding as prizes a handsome silver loving cup and a silk pennant.

The grounds will be opened at 9:30 o'clock, and an hour and a half later the ceremonies of the flag raising will take place. The Soldiers' Home Band, under the le dership of John S. M. Zimmerman, will play from 11:30 until 1 o'clock p. m.

clock p. m. Field officers of the day have been appointed as follows:
Sir Joseph G. Stelle. adjutant general;
E. Sir John H. Swali, jr., field officer
of the day; E. Sir J. R. Thorp, E. Sir
Charles E. Baldwin, and Sir Frank E.

The Business Doctor

By Roe Fulkerson



you have taken didn't land.
"The pleasant face attracts trade as a an overdose!" It was the Busi-

reading this dope in a moving picture show if you find

about doing your that the bubbling wit within you must that the best you ild, and smiling, business hours. Being cheerful and beand have overdone ful thing in my

and yet I would never hire a man with came in from the country and are never sell goods unless they were toys for children.

"The gay and festive village cut up has no place in the modern system of business. In a parlor where they play games he may shine, but in business life he is a shine. There is only one thing in salesmanship which is worse than the man whose face is darker than the inside of an infidel, and that is the man who wears the Cheshire cat grin and tries to inject the merry quip and jest into every transaction..

"Most people part with their money

with great reluctance. It's a serious matter to separate a man from his sal- to one's sense. It's better to take a ary, and the man who wins at it is the man who also takes a serious view of witty. The perfect advertisement is not "The chief attribute of the successful

salesman is the ability to keep the customer's mind concentrated on the transaction, and to lead him through the successive steps of interest, selection, and payment, and any outside matters own game and studying the game of the which are liable to distract the customer's train of thought and break the the other fellow, and to keep one move regular sequence of these three points ahead of him in the game is the con-

when he was President, had the support of the Western progressives. They have generally stood by him since. That is why the scathing denunciation of the New York tariff plank and of Roosevelt for letting such a plank be adopted by a large number of the most progressive newspapers of the West is something not to be overlooked.

From lova, Nebraska, Colorado, Kansas, Illinois, Indiana and Wisconsin, humor is too open a one for any man profit. The game is full of interest and to take chances with it. From jerking a chair from under one's little sister worth all the time and attention required. There is no limit to its possito asking a widow how her husband bilities or to the variations of play." Wisconsin, what constitutes a funny situation, and the only policy.

BELIEVE, my more than one customer has been driven dear man, that from a place of business by a jest which

matter of course, but the wise man behind the counter saves his wit for ness Doctor talk- home consumption, and reserves his ing to the sales- laugh for the jests of his patrons who have a desire to shine as end men. "Go in for amateur theatricals, organize a minstrel show or get a job

it. I have never ing foolish are radically different." Hutchinson, Kan., has 15,600 inhablife than the face itants. They recently had a local celeof the little Billi- bration of some sort which involved a kins they sell in street parade. In the line of parade were the novelty shops, exactly 1,000 automobiles, of which 700

come out, but keep the cork in during

As small potatoes go to the bottom of the load when the cart is rattled down methods be found at the bottom after the commercial cart has hauled and jolted over the rough and bumpy road of modern business competition

Advertising copy is divided into many classes. There is the "pretty picture" dvertising ,the "cute copy" advertising, and advertising so beautifully worded the one which makes the reader exclaim, "How clever!" but the one which makes him exclaim, "I must buy that!"

"Across the chess board of business the problem is two sided: studying one's s poor policy.

"The question of what constitutes who wins. Get success rather than

Honesty is not the best policy-it's